

REMARKS

Applicants thank the Patent Office for the careful attention accorded this Application and respectfully requests reconsideration in view of the Amendment above and remarks set forth below.

In response to the Office Action dated February 25, 2005, Applicant has canceled claims 3 and 4 without prejudice or disclaimer, and has amended Claim 2 in order to more clearly define over the prior art and avoid any basis for rejection under 35 U.S.C. Section 112.

Applicant has also amended the Specification, and Abstract of the Invention in order to correct errors of a clerical nature and has amended the Title of Invention to reflect the inventive features of amended Claim 2.

Applicant reviewed the pages of the Specification for the typographical errors mentioned in the Office Action (i.e. page 1, line 19; page 2, line 1; page 3, lines 2, 3 and 4) and believes that no such errors exist in the Specification. Applicant submits herewith a copy of the Specification submitted at the time of filing on December 8, 2003, as well as a Declaration Under 1.125, as evidence.

The claimed invention defined by amended claim 2, and illustrated in Figs. 1B and 1C, provides a simple yet effective solution to the problem associated with reader-board signage systems of the type show in Figs. 1 and 1A, namely unauthorized tampering with characters used to create messages in the system. The present invention involves a changeable signage system employing a pair of character locking strips placed between the top of said characters and said upper character holding track and releasably fixed to the signboard so as to lock the characters in place within the upper and lower character holding tracks and prevent unauthorized removal of the characters therefrom.

A careful review of the prior art references reveals that the prior art references of record fail to recognize or solve the problems solved the system of the claimed invention defined by amended Claim 2.

US Patent No. 5,890,306 to Smith discloses a changeable street number display using a face plate to mount character plates within a housing. However this prior art reference clearly does not disclose, teach or suggest a changeable signage system, as defined by amended Claim 2, which employs a pair of character locking strips placed between the top of the characters and an

upper character holding track and releasably fixed to a signboard so as to lock the characters in place within a pair of upper and lower character holding tracks and prevent unauthorized removal of the characters therefrom.

US Patent No. 5,189,822 to Schmanski et al. discloses a tamper resistant sign using a clear plastic face plate and molded end caps to mount an information insert panel within an elongated frame. However this prior art reference clearly does not disclose, teach or suggest a changeable signage system, as defined by amended Claim 2, which employs a pair of character locking strips placed between the top of the characters and an upper character holding track and releasably fixed to a signboard so as to lock the characters in place within a pair of upper and lower character holding tracks and prevent unauthorized removal of the characters therefrom.

US Patent No. 1,028,279 discloses a sign post using a hinged guard 16' that retains sign boards 16 within the grooves of support posts 7,8 and 9. However this prior art reference clearly does not disclose, teach or suggest a changeable signage system, as defined by amended Claim 2, which employs a pair of character locking strips placed between the top of the characters and an upper character holding track and releasably fixed to a signboard so as to lock the characters in place within a pair of upper and lower character holding tracks and prevent unauthorized removal of the characters therefrom.

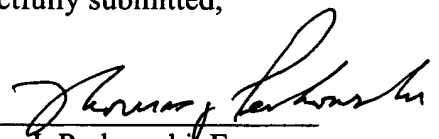
In order to avoid any basis for rejection of the claims by the Examiner under the judicially-created obviousness-type double-patent rejection, Applicant submits herewith a Terminal Disclaimer under Rule 321.

In view, therefore, of the Amendment and remarks set forth above, Applicant firmly believes that the present invention defined by the amended Claim 2 is firmly believed to be neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now in condition for allowance.

Favorable action is earnestly solicited.

Respectfully submitted,

Dated: August 25, 2005

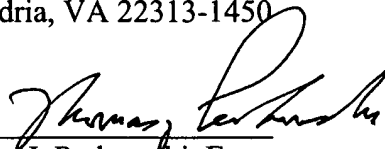


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